

**FOR IMMEDIATE RELEASE**  
**JUNE 13, 2007**

## **CITY LAUNCHES MEDICINE HAT BOOKLET** ***Aimed at Recruitment and Relocation***

**Medicine Hat** – The City of Medicine Hat today launched a *Welcome to Medicine Hat* booklet aimed at attracting new people to our city.

The *Welcome to Medicine Hat* booklet is a picture-laden publication showing the best that Medicine Hat has to offer. Everything from landscapes to wildlife and cultural events to industry is featured in the booklet.

"We wanted the booklet to capture and communicate the beauty and vibrancy of the city," says Keith Crush, Business Development Officer for the City of Medicine Hat. "We want someone who is contemplating a career move or lifestyle change to consider Medicine Hat and fall in love with the city."

The booklet also includes testimonials from people who call Medicine Hat home.

"Residents tell us what an amazing quality of life we have here in Medicine Hat," says Mayor Garth Vallely. "We felt it was more personal to share their experience of living in the Hat with the readers who are thinking about becoming a Hatter."

The booklet was unveiled at an event held at Medalt Potteries. Each page of the booklet was mounted and displayed for the public's view to show the impact this publication offers.

"We developed this booklet because local organizations told us they need this type of information for their recruiting efforts because the labour market is so competitive," adds Crush. "People here know we have a great community, but they need the added advantage of a tool like this to give prospective employees and their families when recruiting or enticing interviewees into accepting a position in the city."

The *Welcome to Medicine Hat* booklet is available at City Hall or by calling the Business Support office at 502-8719; e-mail [business@medicinehat.ca](mailto:business@medicinehat.ca)

You can also view the booklet on the City of Medicine Hat's website at [www.medicinehat.ca](http://www.medicinehat.ca).

- 30 -

For further information, please contact:

Keith Crush  
Business Development Officer  
City of Medicine Hat  
(403) 529-8373

Jody Lamb  
Corporate Communications Manager  
City of Medicine Hat  
(403) 502-8071

